

CLAIMS

What is claimed is:

- 1 1. A computer-implemented method for conducting business over a network
2 utilizing a graphical user interface, comprising the steps of:
3 (a) receiving a request indicating a primary product or service utilizing a
4 network;
5 (b) displaying the primary product or service on a graphical user interface
6 utilizing the network in response the request;
7 (c) displaying at least one secondary product or service associated with the
8 primary product or service utilizing the network in response the request; and
9 (d) allowing a user to select the at least one secondary product or service
10 utilizing the network.
- 1 2. The method as recited in claim 1, and further comprising the step of linking
2 to a shopping cart interface in response to the selection of a shopping cart
3 icon on the graphical user interface, wherein the shopping cart interface lists
4 the primary product or service and any secondary product or service selected
5 by the user for reviewing the primary and secondary products or services
6 prior to purchase.
- 1 3. The method as recited in claim 1, and further comprising the step of linking
2 to a check out interface in response to the selection of a check out icon on the
3 graphical user interface, wherein the check out interface lists the primary
4 product or service and any secondary product or service selected by the user
5 for purchasing purposes.

- 1 4. The method as recited in claim 1, and further comprising the step of adding
2 the primary product or service and any secondary product or service selected
3 by the user in response to the selection of an add icon.
- 1 5. The method as recited in claim 1, wherein the user to is permitted select the
2 at least one secondary product or service by selecting a check box.
- 1 6. The method as recited in claim 5, wherein the user is permitted to deselect
2 the at least one secondary product or service by selecting the check box
3 again.
- 1 7. The method as recited in claim 1, further comprising the step of linking to an
2 additional graphical user interface featuring the secondary products or
3 services upon the selection of an icon indicative of the secondary products or
4 services.
- 1 8. The method as recited in claim 1, further comprising the step of displaying a
2 plurality of additional primary products or services related to the primary
3 products or services on the graphical user interface.
- 1 9. The method as recited in claim 8, further comprising the step of linking to an
2 additional graphical user interface featuring the additional primary products
3 or services upon the selection of an icon indicative of the additional primary
4 products or services.
- 1 10. The method as recited in claim 1, wherein the secondary products or services
2 are intended to be used with the primary products or services.
- 1 11. A computer program product for conducting business over a network
2 utilizing a graphical user interface, comprising:

- 3 (a) computer code for receiving a request indicating a primary product or
4 service utilizing a network;
- 5 (b) computer code for displaying the primary product or service on a graphical
6 user interface utilizing the network in response the request;
- 7 (c) computer code for displaying at least one secondary product or service
8 associated with the primary product or service utilizing the network in
9 response the request; and
- 10 (d) computer code for allowing a user to select the at least one secondary product
11 or service utilizing the network.

1 12. The computer program product as recited in claim 11, and further comprising
2 computer code for linking to a shopping cart interface in response to the
3 selection of a shopping cart icon on the graphical user interface, wherein the
4 shopping cart interface lists the primary product or service and any secondary
5 product or service selected by the user for reviewing the primary and
6 secondary products or services prior to purchase.

1 13. The computer program product as recited in claim 11, and further comprising
2 computer code for linking to a check out interface in response to the selection
3 of a check out icon on the graphical user interface, wherein the check out
4 interface lists the primary product or service and any secondary product or
5 service selected by the user for purchasing purposes.

1 14. The computer program product as recited in claim 11, and further comprising
2 computer code for adding the primary product or service and any secondary
3 product or service selected by the user in response to the selection of an add
4 icon.

1 15. The computer program product as recited in claim 11, wherein the user to is
2 permitted select the at least one secondary product or service by selecting a
3 check box.

- 1 16. The computer program product as recited in claim 15, wherein the user is
2 permitted to deselect the at least one secondary product or service by
3 selecting the check box again.
- 1 17. The computer program product as recited in claim 11, further comprising
2 computer code for linking to an additional graphical user interface featuring
3 the secondary products or services upon the selection of an icon indicative of
4 the secondary products or services.
- 1 18. The computer program product as recited in claim 11, further comprising
2 computer code for displaying a plurality of additional primary products or
3 services related to the primary products or services on the graphical user
4 interface.
- 1 19. The computer program product as recited in claim 18, further comprising
2 computer code for linking to an additional graphical user interface featuring
3 the additional primary products or services upon the selection of an icon
4 indicative of the additional primary products or services.
- 1 20. A system for conducting business over a network utilizing a graphical user
2 interface, comprising:
3 (a) logic for receiving a request indicating a primary product or service utilizing
4 a network;
5 (b) logic for displaying the primary product or service on a graphical user
6 interface utilizing the network in response the request;
7 (c) logic for displaying at least one secondary product or service associated with
8 the primary product or service utilizing the network in response the request;
9 and
10 (d) logic for allowing a user to select the at least one secondary product or
11 service utilizing the network.